



DRAFT

MINUTES OF A MEETING OF THE  
NASHUA ARTS COMMISSION

May 9, 2017

City Hall Auditorium

**Members in attendance:** Tracy Hatch, Judy Carlson, John Egan, Bonnie Guercio, Rachel Rendina, Lindsay Rinaldi, Marc Thayer.

**Absent:** Donna Metzger, Alison Bankowski, Mitzi Barrett, Tina Cassidy, Paul LaFlamme

**Also present:** Amy DeRoche NAC Admin, James Vayo, Tim Cummings

Called to order: 8:02 am

1. Minutes: Motion was made by John and seconded by Lindsay to approve the April minutes. Motion approved unanimously.
  2. River Front Presentation: James Vayo walked the commission through the courbanize.com website. People can read and make suggestions about improvements they would like to see to the river front area.
  3. Budget update: Tracy reported that there is \$1625 left in the NAC budget for the year. She asked for the remaining expenses. The upcoming expenses are \$275 for the caterer and \$600 for the Symphony NH string quartet for the open house. Leaving \$750 for the year.
  4. Required policies: Judy and Rachel will be working on a policy for discretionary grant funds. Tracy, Marc, Judy and Rachel will be working on a policy for unallocated funds.
  5. Project updates: Judy distributed a document with the updates on the workshops (see attached). The open house is all set for May 10<sup>th</sup>. An artist has been chosen for the Holman Stadium Banner project and it has been funded through donations. Marketing needs a release plan for the NAC events. Lindsay will start working on that.
  6. Marketing report: See attached.
- Motion: A motion was made by Marc and seconded by Tracy to reimburse Judy \$50 to purchase a VISA check card in order to start boosting NAC Facebook posts.
7. Public Art Policy: this has been tabled for the time being.

Motion to adjourn made by Lindsay and seconded by Judy. Carried unanimously.

# May 2017 Workshop Program Report

## GOALS

Design a workshop program for Nashua's creative community that fits within the goals of the Nashua Arts Commission (Arts Commission) and the Framework for Action of the City's Arts and Culture Plan. The Arts Commission goals are to Facilitate, Advocate, Coordinate and Educate. The Framework for Action is focused on Identity, Centralization (Collaboration), Education, Marketing, Commerce and Growth. Through the individual workshops and the program as a whole all areas are addressed.

## SPRING WORKSHOPS SCHEDULED

### Promoting through the NH Division of Travel and Tourism

Wednesday, May 24, 11:30 to 1 pm

City Hall Auditorium

Victoria Cimino, the director of the NH Division of Travel and Tourism Development will present information on how to take advantage of state-facilitated marketing opportunities that reach across NH, into neighboring states and Canada. A networking session will follow the presentation to facilitate ideas on partnerships between arts and cultural organization and the hospitality sector to develop packages to enhance tourism to the Nashua area. Artists, arts and cultural organizations that hold events open to the public, as well as the local hospitality sector including places to stay and restaurants are encouraged to attend.

Will be filmed by Access Nashua

### Collaborating for Mutual Benefit

Tuesday, June 20, 5:30 to 7 pm

City Hall Auditorium

Facilitated by Ginnie Lupi, the director of the NH Division of the Arts

A brainstorming, networking and scheduling workshop to bring together Nashua's creative community to work out a schedule for Nashua's performing arts and arts and culture events through September 2017 to August 2018, and explore opportunities for joint marketing efforts. The goal is to collaborate across organizational and individual efforts to make the whole larger than the sum of the parts, and to facilitate promotion of Nashua as a destination for the arts.

## POLL OF ARTISTS/ARTISTIC COMMUNITY COMPLETED

A survey of 10 possible workshops was sent through Survey Monkey to the City Arts Nashua artist list which includes 123 names. The 32% response was excellent for an electronic study. Rachel Rendina has joined the Workshop committee and analyzed the results, prioritizing the remaining eight workshops by interest level. We will be planning additional workshops starting in September based on the priorities below:

### 1) Mastering Social Media (September)

Focus on learning how to get the most out of Facebook: expanding your likes, how to use and target boosts and ads, using FB events, keeping your reach numbers up, using video, when to post, content guidelines, and more.

## **2) Getting Your Art Out into the World (October)**

How to work with galleries and business that sell art; how to use craft shows to sell your art with a great booth

## **3) Publicity – Where and How to Get It (January)**

How to write an effective press release with photos; how to work with the Telegraph, Hippo and Union Leader, online events calendars, local newsletters and more.

## **4) Navigating the Law**

Learn about protecting your art with copyright laws, the legal aspects of social media, and the legal rules for arts organizations.

## **5) Writing an Artist Statement**

A hands-on workshop designed to help you create or improve your Artist Statement. If you don't have one, guidelines on the purpose of an artist statement and how to write it. If you have one, send it in advance and get personal feedback.

## **6) Grant Writing**

Getting started -- where to find grants, how to evaluate if your organization or project qualifies; guidelines for writing a grant that is compelling; giving them what they want -- completing the paperwork.

## **7) Advocating for the Arts**

Arts and Culture are in dire need of support across the country. Representatives from the State Council on the Arts and New Hampshire Citizens for the Arts, with information from Americans for the Arts, will present how you can become an Advocate for the Arts and make a difference on the local, state and national level.

## **8) Fiscal Sponsorships – Can You Benefit?**

Learn the basics of Fiscal Sponsorship, how it works, industry standard practices, and how you may take advantage of the business model. Fiscal sponsorship gives an artist or organized group a financial relationship with an established non-profit in order to apply for grants and receive donations.

Respectfully submitted,

Judith Carlson, Chair, Workshop Committee

Nashua Arts Commission

# May 2017 Marketing Committee Report Update

## BACKGROUND

The Arts Commission accepted the April 2017 Marketing Report with comments and asked for a justification of the recommended spending on Facebook ads and boosts and an outline on what would be posted on the Arts Commission Facebook page. Following is Marketing Committee activity since the last meeting and the Facebook Activation Report.

## COLLABORATE ON A JOINT MARKETING COMMITTEE:

- Paul Shea of Great American Downtown and Lisa Bissonnette, the new president of City Arts Nashua have both agreed to serve on the steering committee
- The Collaborative Workshop is scheduled for June 20 (see Workshop Report) where the ideas on the wall calendar; brochures on performing arts, galleries, public art; online calendaring; how to move forward; funding and other ideas can be discussed
- Tracy Lee Carol of City Arts Nashua has volunteered to help with the design of the brochures

## PUBLICITY:

- At Tracy's request Lindsay formatted an electronic mail list invitation and sent it back to the Open House Committee
- Amy posted the open house as an event on the Arts Commission FB page
- Judy shared the event on a variety of group sites, included the open house in City Arts Nashua's May newsletter, and wrote and place and article in the Nashua Telegraph

## FACEBOOK ACTIVATION

### Background

Facebook is the premiere social media avenue for expanding awareness, finding prospects and making sales. According to Pew Research Center in 2016:

Online Americans Use:

Facebook (79%)

Twitter (24%)

Instagram (32%)

Total US Adult Population: 68% use Facebook

## How Facebook Works:

Just because you have a number of likes that does not mean everyone who likes your page sees your posts. Facebook uses the likes as a baseline then employs an ever-changing algorithm of who they “serve” with your posts, based on how often and consistently the page posts, whether people look at and engage with the posts, and how much the page spends on ads and boosts.

**Facebook provides a vast array of data to help make posting more effective.** Here is just one report:



**Facebook is effective for gaining awareness and advertising** because it has excellent demographics for defining audiences including geography, age and areas of interest. In addition, sharing “off-brand” posts with content that is relevant and of interest to your target audience helps with “organic” growth (your base of “likes”).

**Facebook ads and boosts are totally measurable and cost effective.** See the following excerpt from City Arts Nashua’s Facebook ad manager report:

Ad Name	Results	Result Indicator	Reach	Cost per Result	Amount Spent	Relevance
	0		47765	0	1072.84	
Post: "Did you see Friday's Telegraph?"	60	actions:post_engagement	683	0.083333	5	9
Post: "Do you have plans for this weekend?"	64	actions:post_engagement	641	0.078125	5	10
Post: "Are you in for a real musical treat?"	15	actions:post_engagement	406	0.333333	5	
Post: "Did you see today's Telegraph? Check out the..."	79	actions:post_engagement	904	0.063291	5	10
Post: "Willy Wonka II"	703	actions:video_view	1305	0.007112	5	9
Post: "Would you like to meet a family therapist?"	77	actions:post_engagement	608	0.064935	5	10
Post: "Have you been to Maison de L'Art?"	75	actions:post_engagement	551	0.066667	5	10
Post: "Did you see today's Telegraph? ArtWalk is..."	23	actions:post_engagement	319	0.245652	5.65	
Post: "We don't just ArtWalk. Thanks to our partners..."	2	actions:post_engagement	508	1.275	2.55	7
Default Name - Event responses - Image	1	actions:rsvp	146	1.51	1.51	
Default Name - Event responses - Image	1	actions:rsvp	137	1.18	1.18	
Default Name - Event responses - Image	25	actions:rsvp	719	0.2732	6.83	8
Default Name - Event responses - Image	118	actions:rsvp	6758	0.230847	27.24	8

Outside of paid ads, don't forget to share content that is off-brand and relevant to your target customer personas for organic growth. I hope this helps!

When executed well, a \$5 boost can reach over 1,300 people and cause 703 actions. See the link click and rsvp numbers as well.

In comparison, the entry level into print media is much higher: a 1/6 page ad in the Telegraph costs around \$200 and a quarter page ad in the Hippo is \$243 (non-profit rate).

#### **Facebook Spending of Other Organizations:**

Nashua Symphony: \$500 on eight concerts with an increase in attendance since initiating Facebook ads this past season

GAD: \$3 - \$4,000 annually

City Arts Nashua: \$1,000 over 18 months

#### **Nashua Arts Commission Facebook:**

Likes at 434

Since January 2016, 13 posts, four relative to the grants programs

#### **Recommendations:**

- Raise posting level to at least four times a week, with Arts Commission posts, sharing posts of Nashua area arts community and other posts with content relevant to the audience (videos in particular).
- What not to post: anything political in nature, or outside of the greater Nashua area unless it has interesting content to the audience which would expand reach.
- Invest \$500 in Facebook ads and boosts to be spend over a one year period (less than \$50 a month average) to help promote awareness Nashua's vibrant arts community and increase audience to events.
- Boosted event posts include: Actorsingers, Peacock Players and Theatre Guild performances; Symphony NH, Nashua Chamber Orchestra, Nashua Choral, First Music concerts; Spartans events; gallery openings; dance performances; dedication ceremonies for public art (list to be refined).
- Report back monthly on Facebook measurement statistics

Respectfully submitted,

Judith Carlson, Marketing Committee